

BROWN COUNTY EMERGENCY SUPPORT FUNCTION (ESF) 15 EXTERNAL AFFAIRS

LEAD COORDINATING AGENCY: Joint Information Center (JIC)
Brown County Public Information Officer (PIO)
Group

SUPPORT AGENCIES: Brown County Sheriff's Department
Brown County Emergency Management
Brown County Executive's Office
Relevant Brown County Agencies
Green Bay Fire Department
Relevant Municipal Agencies
Relevant Local Elected Officials

I. INTRODUCTION

A. Purpose

Establish a mechanism to provide accurate, coordinated and timely information to the general public in the event of an emergency or major disaster situation.

B. Scope

1. A significant emergency will involve many county and local agencies' media organizations. ESF 15 assistance will be provided as requested.
2. ESF 15 coordinates county information to provide the appropriate public information support to federal, state, local and tribal governments.

II. POLICIES

1. Provide information in a timely, consistent and unified method to state, local, private and tribal organizations.
2. Local jurisdiction will provide immediate and vital information to the general public and state, local, private and tribal organizations regarding preparedness, mitigation, response and recovery activities.
3. The State may start an emergency public information operation to augment or enhance local jurisdiction capability or when requested by county/local emergency management agency.
4. The designated Brown County and local jurisdiction Public Information Officers maintain a list of media contacts and ability(s) to provide warnings and information.

5. The JIC has the primary responsibility for the coordination of public information activities in Brown County.
6. The Governor's Office has lead responsibility as the official spokesperson for state public information activities. State Public Information Officers will coordinate and provide timely information to the Governor's press office.

III. CONCEPT OF OPERATIONS

A. General

1. Upon notification, Brown County Public Information Officer (PIO) will report to the Brown County Emergency Operations Center (EOC) to coordinate and disseminate accurate and timely disaster-related information.
2. The County PIO or another designated PIO will work with emergency management staff, whether or not the EOC is activated, to issue appropriate press releases, situation reports and conduct media interviews.
3. The County PIO will coordinate working with the Incident Commander and/or ESF-5 staff to ensure there is appropriate PIO staffing.
4. Initiate rumor control procedures by monitoring media sources, as appropriate.

B. Organization

Brown County operates under the Emergency Support Function (ESF) model (see Brown County Basic Plan). ESF 15 supports the Information Unit within the Incident Command System.

ESF 15 coordinates with Wisconsin Emergency Management, as well as local units of government, including sharing press releases, briefings, etc.

ESF 15 may co-locate to the disaster area to support local public information efforts and, in recovery operations, may relocate to the Joint Information Center (JIC) as needed.

C. Phases of Emergency Management

1. Preparedness Activities (for First Responder capability)
 - a. Identify areas where public education programs (i.e., personal

- preparedness) are needed.
- b. Develop 24-hour shift change and staffing procedures and checklists for supporting agencies.
- c. Identify emergency support function-specific training requirements.
- d. Identify locations for media briefings.
- e. Encourage county, local, private and tribal organizations to attend WEM public information course.
- f. Develop and maintain a roster of ESF 15 personnel, including shift change and staffing procedures, address, telephone, cellular, numbers and e-mail addresses.
- g. Develop equipment lists
- h. Ensure the support agencies can access their respective agencies' networks from the County EOC.
- i. Develop and maintain an accurate media contact list.
- j. Develop procedures for rumor control inquiries.
- k. Continue offering public information courses.

3. Response Activities

- a. Assess the scope, magnitude, extent and the potential duration of the incident.
- b. Request ESF 15 Support PIOs based on incident assessment.
- c. Obtain a status report on all local and county activities, as needed.
- d. Collect information concerning ESF field operations and activities.
- e. Coordinate with EOC, ESF agencies, Incident Commander/ICS PIO, and state/federal/private/tribal organizations to develop a flow of information, including situation reports, health advisories and other public information releases concerning the response and recovery efforts.
- f. Attend briefings and gather information for situation updates.
- g. Document and maintain a record of incoming and outgoing communications.
- h. Establish and operate a Joint Information Center (JIC) when appropriate. If a JIC is activated, send an ESF representative to that location, if appropriate.
- i. Establish contact with the pertinent elected officials representing the affected area to provide information on the incident.
- j. Conduct media briefings on a regular basis.
- k. Monitor media and implement rumor control process when appropriate.
- l. EOC will coordinate with Lead PIO before deactivating the ESF 15.
- m. Inform the Wisconsin Emergency Management PIO of response activities.

4. Recovery Activities

- a. Coordinate with appropriate agencies to deactivate the JIC if activated.

- b. Disseminate information on recovery programs or available disaster assistance programs available.
- c. Keep elected officials informed of recovery activities.
- d. EOC will coordinate with Lead PIO before deactivating the ESF 15.

IV. RESPONSIBILITIES

A. Primary Agency

Lead Public Information Agency

- 1. Assess the public affairs implications of the incident.
- 2. Support the chief elected official with disseminating emergency public information.
- 3. Designate appropriate or designated public affairs staff person to serve as the County PIO to coordinate all county public information.
- 4. Manage EOC public information and JIC operations.
- 5. Coordinate public information activities with other participating agencies.
- 6. Assist local officials with disseminating information (e.g., protective action recommendations).
- 7. Collect and coordinate information from all sources (e.g., the State EOC, county, rumor control) to monitor overall response.
- 8. Obtain approval for release of information from the Incident Commander.
- 9. Conduct and/or coordinate regular news conferences at the JIC or other appropriate location.
- 10. Enlist agency staff to respond to media questions on technical or agency issues if necessary.
- 11. Provide maps, charts, status boards, schematics or other displays that clarify the disaster situation in support of news conferences and/or briefings.
- 12. Monitor media broadcasts and articles to check for accuracy. Monitor and log incoming calls for information and rumors.
- 13. Designate the chief elected official or officer-in-charge as chief spokesperson following an emergency or disaster. Coordinate public information through the chief elected official and with the State PIO.

B. All Support Agencies Responsibilities

1. Provide PIO(s) to assist (if necessary) at the scene, JIC or the EOC as requested by the chief elected official or County EM.
2. Assist the Lead PIO by providing pertinent public information for dissemination to media sources and, as appropriate, fact sheets for distribution to the public. Participate in news conferences and briefings upon request.
3. Coordinate information with other PIO(s).
4. Monitor and log incoming calls for information and rumors. Monitor media broadcasts and articles for accuracy.